

THE IMPACT OF MOBILE COMMUNICATION ON EMPLOYEE PERFORMANCE

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ABSTRACT

In the current competitive environment, the need for better management of all organizational resources, specifically human resource management has become a concern for most of the organizations. Improving employee performance is a prime factor to achieve competitive advantage. It is a common belief that the use of mobile communication improves organizational performance. However, there is little empirical evidence to support this argument in improving employee performance. The main objective of the research is to determine the impact of mobile communication on employee performance.

The research is focused on relationship between use of mobile communication and performance with respect to various aspects of employee performance. Hence literature provided, discusses the employee performance and mobile communication in Sri Lanka. Information was gathered, using two questionnaires, from a sample of 127 users in thirteen different organizations covering main sectors of the Srilankan economy such as Banks, Tourist industry, Communication, System Integration and Software development. The questionnaire was used to determine the impact of mobile communication on motivation, ability, role perception, situational factors and usage of ,mobile communication. Employee performance was captured and recorded using a separate questionnaire given to respective superiors. The impact of mobile communication on motivation, ability, role perception, situational factors and mobile usage were identified as the independent variables and employee performance as the dependent variable. The data was analyzed through correlation and regression analysis. Data obtained from each of the research instruments was then statistically analyzed through linear regression analysis and simple correlation analysis.

It was concluded that there is a significant relationship between employee performances and impart of mobile communication on role perception, skills/ability and situational factors. However, no significant linear relationship was found between employee performance and impact of mobile communication on motivation.